

IN THE CLAIMS:

Please **ADD** Claim 69 and **AMEND** Claims 1 to 4, 8, 9, 11, 12, 24, 28 to 30, 53, 54, and 66 as follows:

1. (CURRENTLY AMENDED) A method of processing lottery ticket sales comprising the steps of:
determining a price for eligibility for a multiplier option, wherein a magnitude of a multiplier is determined at random;
receiving a request to purchase ~~at least one~~ a set of play indicia;
receiving a request to purchase eligibility for ~~at least one~~ the multiplier option ~~wherein the multiplier is selected at random;~~ and
associating the play indicia with the multiplier; and
pricing a lottery ticket based on the price for eligibility for the multiplier option and a price of the associated play indicia.
2. (CURRENTLY AMENDED) The method of claim 1 wherein the step of receiving a request to purchase eligibility for ~~at least one~~ the multiplier option includes offering for purchase eligibility for a multiplier option having a magnitude within a defined range of magnitudes.
3. (CURRENTLY AMENDED) The method of claim 1 wherein the step of receiving a request to purchase eligibility for ~~at least one~~ the multiplier option includes offering for purchase eligibility for a multiplier option having a magnitude that is at least one of an integer, a fraction, and a mixed number.
4. (CURRENTLY AMENDED) The method of claim 1 wherein the step of receiving a request to purchase eligibility for ~~at least one~~ the multiplier option includes offering for purchase eligibility for a multiplier option that maybe at least one of a double multiplier, a triple multiplier, and a quadruple multiplier.

5. (Original) The method of claim 1 wherein the step of associating the play indicia with the multiplier includes storing data related to the sets of play indicia and the multiplier.

6. (Original) The method of claim 5 wherein the step of storing data includes storing the data in a registration database.

7. (Original) The method of claim 5, further comprising the step of transmitting the data between a lottery server and at least one of a player terminal and a lottery terminal.

8. (CURRENTLY AMENDED) The method of claim 1, further comprising the step of prompting a cashier to offer to sell a second multiplier option having a multiplier with a larger magnitude than the randomly selected multiplier magnitude.

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9. (CURRENTLY AMENDED) The method of claim 1, further comprising the step of displaying a the price for eligibility for the multiplier option of the randomly selected multiplier and a price for eligibility for at least one additional multiplier option having a multiplier with a different magnitude than the randomly selected multiplier magnitude.

10. (Original) The method of claim 1, further comprising the step of inputting data relating to the play indicia and the multiplier, wherein the step of inputting the data is selected from at least one of scanning a code representative of the data, keying in the data, recognizing a voice command, and receiving the data from a terminal.

11. (CURRENTLY AMENDED) The method of claim 1 further including wherein determining a price for eligibility for the multiplier option includes computing an expected value of the multiplier option.

12. (CURRENTLY AMENDED) The method of claim 11 wherein the step of determining the price includes determining the price based upon ~~an~~ the expected value of the multiplier option.

13. (PREVIOUSLY AMENDED) The method of claim 12, wherein the step of computing includes computing the expected value of the multiplier based on at least the product of at least two of a probability of a set of play indicia being a winning set of play indicia, a value of a winning set of play indicia, and a sharing discount.

14. (PREVIOUSLY AMENDED) The method of claim 11 wherein the step of determining the price includes determining the price based upon at least one of: a mark-up value, a magnitude of the multiplier, a number of other multipliers sold, an anticipated number of other multipliers that will be sold, an average magnitude of other multipliers sold, a total magnitude of other multipliers sold, a set of other multipliers sold, a number of lottery players, a number of play indicia sets being sold, a number of other play indicia sets sold, an anticipated number of other play indicia sets that will be sold, a total number of play indicia sets sold, a number of unique play indicia sets sold, an anticipated number of additional play indicia sets that will be sold, an anticipated number of times a particular set of play indicia set will be sold, the probabilities of each of the possible quantities sold of each of the possible sets of play indicia that are sold, a number of play indicia sets associated with the multiplier, a number of winning play indicia sets to which the multiplier can be applied, a probability of winning a lottery, a size of a lottery jackpot, a lottery payout table, a set of lottery payout amounts, a type of lottery, a set of rules of a lottery, conditions defined to effect the magnitude of the multiplier, and external predefined conditions.

15. (Original) The method of claim 1, wherein the play indicia are for a drawing-type lottery game.

16. (Original) The method of claim 1, wherein the play indicia are for an instant-type lottery game.

17. (Original) The method of claim 1, wherein the multiplier can be applied to redemption values of any of the sets of play indicia associated with the multiplier.

18. (Original) The method of claim 1, wherein the multiplier can be applied to a redemption value of any one of the sets of play indicia associated with the multiplier.

19. (Original) The method of claim 1, wherein the multiplier can be applied to a redemption value of at least one set of play indicia specified by the player and associated with the multiplier.

20. (Original) The method of claim 1, wherein the multiplier can be applied to a redemption value of at least one set of play indicia associated with the multiplier and specified by a lottery provider.

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21. (Original) The method of claim 1, wherein the multiplier can only be applied to a redemption value of a play indicia recorded on lottery tickets from a predefined group of instant-type lottery tickets.

22. (Original) The method of claim 1, wherein the multiplier is applied to a redemption value of a set of play indicia based upon the outcome of a predefined event.

23. (Original) The method of claim 1, wherein a magnitude of the multiplier is changed to one if a redemption value of the set of play indicia is outside a defined range of redemption values.

24. (CURRENTLY AMENDED) The method of claim 1, wherein a the magnitude of the multiplier varies based on at least one of a location from which the play indicia is purchased, a value of the play indicia, a type of lottery game, an outcome of an event, an initial magnitude of the multiplier, and a specified time frame.

25. (Original) The method of claim 1, wherein the play indicia are recorded on a lottery ticket.

26. (Original) The method of claim 25, wherein the lottery ticket is in the form of at least one of paper, cardboard, plastic, magnetic, optical, and electronic medium.

27. (Original) The method of claim 1, further comprising the steps of:
receiving a request to purchase at least one additional set of play indicia; and
associating the additional sets of play indicia with the multiplier.

28. (CURRENTLY AMENDED) The method of claim 27, wherein a first set of the play indicia is recorded on a first lottery ticket, a second set of the play indicia is recorded on a second lottery ticket, and an indicia of the multiplier is recorded on a third lottery ticket.

29. (CURRENTLY AMENDED) The method of claim 1, wherein the at least one set of play indicia and an indicia of the multiplier are recorded on a lottery ticket.

30. (CURRENTLY AMENDED) The method of Claim 1, further comprising the steps of recording the play indicia on a first lottery ticket and recording an indicia of the multiplier on a second lottery ticket.

31. (Original) The method of Claim 30, further comprising the steps of:
identifying the first lottery ticket with a ticket identifier; and
recording the ticket identifier on the second lottery ticket.

32. to 52. (Previously Cancelled)

53. (CURRENTLY AMENDED) A method of ~~processing lottery ticket sales~~
comprising the steps of:

determining a price for eligibility for a multiplier option, wherein a magnitude of a multiplier will be determined at random;

receiving a request to purchase at least one set of play indicia and eligibility for the a multiplier option and an associated set of play indicia , wherein the multiplier includes a randomly selected magnitude;

associating the play indicia with the multiplier; and

determining a price for a lottery ticket associated with the multiplier and the associated set of play indicia.

54. (CURRENTLY AMENDED) A method of processing lottery ticket sales comprising the steps of:

receiving a request to purchase a plurality of sets of play indicia and eligibility for a multiplier option, wherein the multiplier includes a randomly selected magnitude;

CR associating the plurality of sets of play indicia with the multiplier option; and

determining a price for the multiplier option based upon at least the multiplier option including a multiplier with a randomly selected magnitude and a quantity of the plurality of sets of play indicia associated with the multiplier option.

55. to 65. (Previously Cancelled)

66. (CURRENTLY AMENDED) A method of processing lottery ticket sales comprising the steps of:

determining an expected value of a multiplier option wherein the multiplier option includes a multiplier having a magnitude that will be determined at random in conjunction with a lottery drawing; and

receiving a request to purchase at least one the multiplier option at a price based on the expected value, wherein the multiplier includes a randomly selected an undetermined magnitude at the time of the request and can be applied to a redemption value of at least one set of play indicia; and

determining a price for the multiplier.

67. and 68. (Previously Cancelled)

69. (NEW) A method comprising:

determining a price for eligibility for a multiplier option, wherein a magnitude of a multiplier is to be determined at random;

receiving a request to purchase play indicia;

receiving a request to purchase eligibility for the multiplier option;

associating the play indicia with the multiplier option;

C2
pricing a lottery ticket based on the price of the multiplier option and a price of the associated play indicia;

executing a lottery drawing;

determining, randomly, the magnitude of the multiplier;

determining a prize based on the result of the lottery drawing, the magnitude of the multiplier, and the play indicia; and

associating the prize with the play indicia.
